

IN THE CLAIMS:

Please amend the claims as follows.

1. (Currently Amended) A system for augmenting data from a source data file to generate an augmented data file, comprising:
a reference database including ~~at least one~~ a reference datum;
a handler component configured to retrieve the source data file, the source data file including ~~at least one~~ a structured datum;
a locator component configured to locate the structured datum in the source data file;
an analyzer component configured to associate the structured datum to the reference datum to create an association according to an analyzing strategy; ~~and~~
a generating component configured to embed the association of the structured datum to the reference datum in the source data file to generate the augmented data file at a first instance; and
a communication component configured to transmit additional information, wherein;
the communication component transmits the augmented data file to a computing device,
receives an identifier at a second instance from the computing device
corresponding to a pointer being positioned over the structured datum
in the computing device,
responsive to receiving the identifier, ~~a pointer being positioned over the structured datum,~~ ~~the communication component transmitting~~
transmits to the computing device additional information from the

reference database according to the association, the additional information being ~~simultaneously~~ displayable as an overlay in an area proximate to the structured datum simultaneous to the pointer being positioned over the structured datum, and responsive to receiving the identifier, updates the reference database to track the number of times a pointer is positioned over the structured datum.

2. (Original) The system of Claim 1, wherein the source data file is stored at an address on a network.
3. (Original) The system of Claim 2, wherein the network is a public network.
4. (Original) The system of Claim 3, wherein the network is the Internet.
5. (Original) The system of Claim 1, wherein the structured datum includes a formatted webpage.
6. (Original) The system of Claim 1, wherein the reference datum includes a first uniform resource locator address.
7. (Previously Presented) The system as defined in Claim 6, wherein the first uniform resource locator address is the location of an advertisement.

8. (Previously Presented) The system of Claim 7, wherein the reference datum includes a second identifier associated with the first uniform resource locator address.
9. (Original) The system of Claim 8, wherein the analyzer component is further configured:
to generate a first identifier based upon the structured datum;
to locate the second identifier corresponding to the first identifier; and
to associate the first uniform resource locator address with the structured datum.
10. (Original) The system of Claim 9, wherein the first uniform resource locator address is further associated with a user-friendly descriptor.
11. (Original) The system of Claim 9, wherein the first identifier is a first text string.
12. (Original) The system of Claim 11, wherein the first text string includes keywords.
13. (Original) The system of Claim 12, wherein the second identifier is a second text string.
14. (Original) The system of Claim 13, wherein the analyzer component is further configured to locate the second text string according to the first text string.

15. (Previously Presented) The system of Claim 1, wherein the association of the structured datum to the reference datum in the source data file is embedded as a hyperlink in the augmented data file.
16. (Original) The system of Claim 9, wherein the analyzer component generates the first identifier by means of a “fuzzy expert” search engine.
17. (Previously Presented) The system of Claim 9, wherein the analyzer component generates the first identifier by means of a natural language search engine.
18. (Previously Presented) The system of Claim 1, wherein the additional information comprises a hypertext link and a user-friendly descriptor.
19. (Previously Presented) The system of Claim 1, wherein a publishing component is configured to save the augmented data file at a desired second uniform resource locator address.
20. (Original) The system of Claim 1, wherein a browser is configured to display the augmented data file when directed to the source data file.
21. (Currently Amended) A method of augmenting data from a source data file with data from a reference database, the method comprising:
augmenting the source data file at a first instance, comprising:

retrieving the source data file including a structured datum from a first
address[[]],
identifying the structured datum[[]],
locating a reference datum from the reference database according to the
identified structured datum[[]],
generating an association of the reference datum to the structured datum[[]],
augmenting the source data file with the generated association to create an
augmented data file[[]], and
storing the augmented data file at a second address for subsequent display of
the augmented data file in response to a request for the source data
file;
transmitting the augmented data file to a computing device;
receiving an identifier at a second instance from the computing device corresponding
to a pointer being positioned over the structured datum in the computing
device; and
responsive to receiving the identifier ~~a pointer being positioned over the structured~~
~~datum~~, transmitting to the computing device additional information from the
reference database according to the generated association, the additional
information being ~~simultaneously~~ displayable as an overlay in an area
proximate to the structured datum simultaneous to the pointer being
positioned over the structured datum; and
responsive to receiving the identifier, updating the reference database to track the
number of times a pointer is positioned over the structured datum.

22. (Original) The method of Claim 21, wherein the first address is on a network.
23. (Original) The method of Claim 22, wherein the network includes at least a portion of the Internet.
24. (Previously Presented) The method of Claim 21, wherein retrieving the source data file includes retrieving a web page.
25. (Previously Presented) The method of Claim 21, wherein locating the reference datum includes locating a uniform resource locator address.
26. (Previously Presented) The method of Claim 21, wherein generating the association includes associating the structured datum to a uniform resource locator address.
27. (Previously Presented) The method of Claim 26, wherein generating the association includes generating a user-friendly description of the data contained at the uniform locator address.
28. (Currently Amended) The method of Claim 21, further comprising displaying the augmented data file in the computing device.

29. (Previously Presented) The method of Claim 28, wherein displaying the augmented data file includes displaying the additional information simultaneously in an area proximate to the structured datum in response to a pointer being over the structured datum.
30. (Currently Amended) A method of augmenting structured data stored in a source data file with unstructured data stored in a reference database, comprising:
augmenting the source data file at a first instance, comprising:
reading a structured datum from ~~a~~ the source data file[[:]],
locating a reference datum in ~~a~~ the reference database corresponding to the
~~read~~ structured datum[[:]],
generating an association of the reference datum to the structured datum[[:]],
and
augmenting the source data file with the generated association to create an
augmented data file;
transmitting the augmented data file to a computing device;
receiving an identifier at a second instance from the computing device corresponding
to a pointer being positioned over the structured datum in the computing
device; and
responsive to receiving the identifier ~~a pointer being over the structured datum,~~
transmitting to the computing device additional information from the
reference database according to the generated association, the additional
information being ~~simultaneously~~ displayable in an area proximate to the

structured datum simultaneous to the pointer being positioned over the structured datum; and
responsive to receiving the identifier, updating the reference database to track the number of times a pointer is positioned over the structured datum.

31. (Original) The method of Claim 30, wherein the source data file is stored on a network.
32. (Original) The method of Claim 31, wherein the source data file is stored on the Internet.
33. (Original) The method of Claim 30, wherein locating the reference datum includes locating a uniform resource locator address.
34. (Original) The method of Claim 33, wherein locating the uniform resource locator address includes locating the uniform resource locator address for an advertisement.
35. (Currently Amended) The method of Claim 30, wherein locating a reference datum in the reference database corresponding to the structured datum comprises locating the reference datum in the reference database corresponding to the structured datum
~~corresponding includes corresponding~~ according to an analyzing strategy.

36. (Original) The method of Claim 35, wherein the analyzing strategy is locating a first text string in the structured datum and matching a second text string in the reference datum.
37. (Previously Presented) The method of Claim 35, wherein the analyzing strategy comprises locating a first keyword in the structured datum to correspond to a second keyword in the reference datum.
38. (Original) The method of Claim 35, wherein the analyzing strategy includes generating a first identifier to the structured datum and locating a second identifier in the reference datum matching the first identifier.
39. (Previously Presented) The method of Claim 38, wherein the generating the first identifier is based upon a “fuzzy expert” search engine.
40. (Previously Presented) The method of Claim 39, wherein generating the first identifier further includes retrieving a natural language text from the structured datum.
41. (Currently Amended) A system for associating data in a reference database with structured data in a source data file, comprising:
means for augmenting the source data file at a first instance, comprising:
means for reading a structured datum from the source data file[;]],

means for locating a reference datum in the reference database corresponding to the structured datum[[:]],

means for generating an association of the reference datum to the structured datum[[:]], and

means for augmenting the source data file with the generated association to create an augmented data file;

means for transmitting the augmented data file to a computing device;

means for receiving an identifier at a second instance from the computing device corresponding to a pointer being positioned over the structured datum in the computing device; and

means for transmitting to the computing device additional information from the reference database according to the generated association, ~~wherein responsive to receiving the identifier a pointer being positioned over the structured datum, the means for transmitting additional information transmits additional information according to the association,~~ the additional information being ~~simultaneously displayable as an overlay~~ in an area proximate to the structured datum simultaneous to the pointer being positioned over the structured datum; and

means for updating the reference database to track the number of times a pointer is positioned over the structured datum responsive to receiving the identifier.

42. (Original) The system of Claim 41, wherein the source data file is stored on a network.

43. (Original) The system of Claim 41, wherein the source data file is stored on the Internet.
44. (Original) The system of Claim 43, wherein locating the reference datum includes locating a uniform resource locator address.
45. (Original) The method of Claim 44, wherein locating the uniform resource locator address includes locating the uniform resource locator address for an advertisement.
46. (Currently Amended) The method of Claim 41, wherein means for locating a reference datum in the reference database corresponding to the structured datum comprises means for locating the reference datum in the reference database corresponding to the structured datum ~~corresponds includes corresponding~~ according to an analyzing strategy.
47. (Previously Presented) The method of Claim 46, wherein the analyzing strategy includes locating a first text string in the structured datum and locating a second text string in the reference datum matching the first text string.
48. (Previously Presented) The method of Claim 46, wherein the analyzing strategy includes matching a first keyword in the structured datum to a second keyword in the reference datum.

49. (Previously Presented) The method of Claim 46, wherein the analyzing strategy includes generating a first identifier to the structured datum and locating a second identifier in the reference datum matching the first identifier.
50. (Previously Presented) The method of Claim 49, wherein the generating the first identifier is based upon a “fuzzy expert” search engine.
51. (Previously Presented) The method of Claim 50, wherein generating the first identifier further includes retrieving a natural language text from the structured datum.
52. (Currently Amended) A computer software program stored on a computer-readable medium, the computer software program comprising:
means for augmenting a source data file at a first instance, comprising:
 means for reading a structured datum from ~~a~~ the source data file[:,]],
 means for locating a reference datum in a reference database corresponding to
 the structured datum[:,]],
 means for generating an association of the reference datum to the structured
 datum[:,]], and
 means for augmenting the source data file with the generated association to
 create an augmented data file;
means for transmitting the augmented data file to a computing device;

means for receiving an identifier at a second instance from the computing device
corresponding to a pointer being positioned over the structured datum in the
computing device; and
means for transmitting to the computing device additional information from the
reference database according to the generated association, wherein responsive
to receiving the identifier a pointer being positioned over the structured
datum, the means for transmitting additional information transmits additional
information according to the association, the additional information being
simultaneously displayable as an overlay in an area proximate to the
structured datum simultaneous to the pointer being positioned over the
structured datum; and
means for updating the reference database to track the number of times a pointer is
positioned over the structured datum responsive to receiving the identifier.

53. (Currently Amended) The computer software program of Claim 52, wherein the source data file is stored on a network.
54. (Currently Amended) The computer software program of Claim 53, wherein the source data file is stored on the Internet.
55. (Currently Amended) The computer software program of Claim 53, wherein locating the reference datum includes locating a uniform resource locator address.

56. (Currently Amended) The computer software program of Claim 55, wherein locating the uniform resource locator address includes locating the uniform resource locator address for an advertisement.
57. (Currently Amended) The computer software program of Claim 52, wherein locating the reference datum in the reference database includes locating a reference datum corresponding to the structured datum according to an analyzing strategy.
58. (Currently Amended) The computer software program of Claim 57, wherein the analyzing strategy is locating a first text string in the structured datum and matching a second text string in the reference datum.
59. (Currently Amended) The computer software program of Claim 57, wherein the analyzing strategy comprises matching a first keyword in the structured datum to a second keyword in the reference datum.
60. (Currently Amended) The computer software program of Claim 57, wherein the analyzing strategy is generating a first identifier to the structured datum and locating a second identifier in the reference datum matching the first identifier.
61. (Currently Amended) The computer software program of Claim 60, wherein generating the first identifier is based upon a “fuzzy expert” search engine.

62. (Currently Amended) The computer software program of Claim 60, wherein generating the first identifier further includes retrieving a natural language text from the structured datum.
63. (Currently Amended) A ~~computer~~ software program stored on a computer-readable medium for augmenting data from a source data file with data from a reference database to generate an augmented data file, comprising:
a reference database component configured to include ~~at least one~~ a reference datum;
a handler component configured to retrieve the source data file, the source data file including ~~at least one~~ a structured datum;
a locator component configured to locate the structured datum in the source data file;
an analyzer component configured to associate the structured datum to ~~one~~ the reference datum to create an association according to an analyzing strategy;
and
a generating component configured to embed the association of the structured datum to the reference datum in the source data file to ~~create an~~ generate the augmented data file at a first instance; and
a communication component configured to transmit additional information, wherein:
the communication component transmits the augmented data file to a
computing device,
receives an identifier at a second instance from the computing device
corresponding to a pointer being positioned over the structured datum
in the computing device,

~~responsive to receiving the identifier, a pointer being positioned over the structured datum, the communication component transmitting transmits to the computing device additional information from the reference database component according to the association, the additional information being simultaneously displayable as an overlay in an area proximate to the structured datum simultaneous to the pointer being positioned over the structured datum, and~~
responsive to receiving the identifier, updates the reference database to track the number of times a pointer is positioned over the structured datum.

64. (Original) The software program of Claim 63, wherein the source data file is stored at an address on a network.
65. (Original) The software program of Claim 64, wherein the network is a public network.
66. (Previously Presented) The software program of Claim 64, wherein the network is the Internet.
67. (Previously Presented) The software program of Claim 64, wherein the structured datum includes a formatted webpage.

68. (Previously Presented) The software program of Claim 63, wherein the reference datum includes a first uniform resource locator address.
69. (Previously Presented) The software program of Claim 68, wherein the first uniform resource locator address is the location of an advertisement.
70. (Previously Presented) The software program of Claim 68, wherein the reference datum includes a second identifier associated with the first uniform resource locator address.
71. (Previously Presented) The software program of Claim 68, wherein the analyzer component is further configured:
- to generate a first identifier based upon the structured datum;
 - to locate the second identifier to corresponding to the first identifier; and
 - to associate the first uniform resource locator address with the structured datum.
72. (Previously Presented) The software program of Claim 70, wherein the first uniform resource locator address is further associated with a user-friendly descriptor.
73. (Previously Presented) The software program of Claim 71, wherein the first identifier is a first text string.

74. (Previously Presented) The software program of Claim 73, wherein the first text string includes keywords.
75. (Previously Presented) The software program of Claim 74, wherein the second identifier is a second text string.
76. (Currently Amended) The software program of Claim 71, wherein the analyzer is further configured to locate the second identifier to corresponding to the first identifier ~~includes corresponding~~ based upon an analyzing strategy.
77. (Previously Presented) The software program of Claim 76, wherein the analyzing strategy includes matching the first text string with the second text string and further associating the first uniform resource locator address with the first text string.
78. (Previously Presented) The software program of Claim 77, wherein the analyzing strategy generates the first identifier by means of a “fuzzy expert” search engine.
79. (Previously Presented) The software program of Claim 77, wherein the analyzing strategy generates the first identifier by means of a natural language search engine.
80. (Previously Presented) The software program of Claim 70, wherein the additional information comprises a hyperlink and a user-friendly descriptor, the user-friendly descriptor being associated with the associated first uniform resource locator address.

81. (Previously Presented) The software program of Claim 63, wherein a publishing component is configured to save the augmented file at a desired second uniform resource locator address.
82. (Previously Presented) The software program of Claim 63, wherein a browser is configured display the augmented data file when directed to the source data file.